



**FLSA: Exempt
Safety Sensitive**

OPEN RECRUITMENT

PLANNING AND MARKETING MANAGER

Hourly Rate: \$35.89 - \$48.09 with benefit package

Filing Deadline: Friday October 13, 2023, 4:00 P.M.

DEFINITION

Under administrative direction, plans, directs and manages the staff and of El Dorado Transit's planning and marketing functions; performs the most difficult and sensitive analytical work in the assigned functional areas; works with the Executive Director and other management in developing and implementing marketing and planning strategies; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Executive Director. Exercises direct supervision over technical and/or administrative support staff.

CLASS CHARACTERISTICS

This is a management classification which oversees, directs and participates in El Dorado Transit's marketing and planning activities and programs comprising the development and implementation of effective marketing techniques and route planning/communication programs. Serves as a resource to the Executive Director and other managers on marketing and planning program short and long-term planning, and the development of policies and procedures. Performance of the work requires an extensive professional background, as well as skill in coordinating marketing and planning operations with those of other El Dorado Transit departments, public agencies and non-profit organizations.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assumes management responsibility for planning and marketing functions; directs, supervises, and evaluates the work of staff; plans, develops, coordinates, conducts, and implements or directs the implementation of a variety of projects and/or programs related to planning and marketing functions.
- Selects, trains, motivates, and evaluates assigned personnel and the work of professional consultants; works with employees on performance issues; responds to staff questions and concerns; effectively recommends and implements disciplinary actions and other personnel matters.
- Assists in the development and implementation of goals, objectives, policies, and priorities for planning and marketing functions and activities.
- Assists in managing and participates in the development and administration of the marketing and planning annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of the budget and approves expenditures; directs and implements adjustments as necessary.

- Develops El Dorado Transit's annual marketing plan, combining and linking El Dorado Transit policy, market research and analysis; evaluates the effectiveness of various marketing tools; creates a schedule of specific promotions and advertising campaigns, and a strategy for evaluating the effectiveness of those activities.
- Represents El Dorado Transit at various community events and meetings and presents information on El Dorado Transit's services as requested.
- Plans and schedules promotional activities; conducts advertising campaigns; writes copy for publications and broadcasts; creates promotions for specific services and/or market segments as determined through analysis of ridership reports.
- Researches and prepares grant applications; provides oversight and day to day management for grant funded programs from inception to closure.
- In conjunction with other management, develops, organizes and coordinates long and short-term planning projects for existing and future transportation service and facility needs in the service area; prepares annual updates of the agency's ADA Paratransit Plan and provides input to El Dorado County Transportation Commission's Regional Transportation Plan.
- Responsible for implementing El Dorado Transit's bus stop program; works with El Dorado Transit's operations staff on the selection of new sites, and rearrangement of existing sites; coordinates the installation of bus stop signs, benches and shelters, acting as a liaison with outside agencies for necessary permits and approvals and maintaining an inventory of bus stop locations.
- Performs project management tasks including, but not limited to, developing Requests for Proposals, contract development, project budget and schedule control.
- Participates in El Dorado Transit's Board of Directors meetings; prepares and presents various marketing and planning operations and performance reports.
- Coordinates various employee recognition events, such as the Annual Transit Driver Safety Awards meeting and the Employee of the Month program; promotes internal employee relations activities directed at developing pride in self and the agency.
- Evaluates alternative courses of action and makes recommendations which may include such areas as organizational structure, staffing, facilities, equipment, budget, cost analysis, productivity, or policy or procedure modifications.
- Responds to requests from internal customers, the public and other governmental and private entities for information about El Dorado Transit's planning and marketing functions.
- Attends and participates in professional group meetings; stays current with new trends and innovations in the marketing and transit planning field.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the planning and marketing function.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of leadership.
- Marketing techniques and strategies, including public relations, techniques for graphic design and layouts, art media and printing copy, and survey research techniques.
- Principles and practices of transit route planning and development.
- Community, business and retail demographics and geographic locations as they relate to transit route planning.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

- Methods and techniques involved in conducting analytical studies of administrative and management practices, methods, and procedures.
- Principles, practices, and techniques of agency budget preparation, maintenance, and administration.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and El Dorado Transit staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination including computers and software relevant to the work performed.

Ability to:

- Provide administrative, management, and professional leadership.
- Select and supervise staff, ensure work is performed effectively, provide training and development opportunities and evaluate performance in an objective and positive manner.
- Develop, implement, and interpret goals, objectives, policies, procedures, and work standards.
- Plan, organize, implement and coordinate transit marketing and planning projects meeting deadlines and budgets.
- Research, analyze, and make recommendations on administrative, management, and procedural practices; complex and sensitive administrative, budgetary, operational, programmatic, and organizational issues; evaluate alternatives; and reach sound conclusions.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Independently organize work of self and staff, set priorities, meet critical deadlines, and coordinate multiple priorities within designated timelines.
- Maintain confidentiality of sensitive information.
- Lead or manage projects from inception to implementation.
- Collect, evaluate, and interpret varied information and data, either in statistical or narrative form.
- Prepare memoranda, correspondence, reports and clear copy for marketing publications and collateral.
- Direct the maintenance of accurate records and files.
- Effectively represent El Dorado Transit in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a bachelor's degree from an accredited four-year college or university with major coursework in marketing, advertising, public relations, business administration, or a related field, and six (6) years of increasingly responsible professional marketing or public relations program experience, including two (2) years in a management capacity.

Licenses and Certifications:

- Possession of, and ability to maintain, a valid California Driver's License and a safe driving record throughout employment.
- Possession of, or ability to obtain within ninety (90) days of appointment to the classification, a Class B Driver's License; maintain a safe driving record throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL CONDITIONS

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

- Ability to work early mornings, evenings, weekends, and holidays as required.

APPLICATION AND SELECTION PROCEDURES:

Filing deadline is Friday, October 13, 2023, at 4:00 p.m. To apply for this position please submit resume, cover letter and supplemental questionnaire to El Dorado Transit, 6565 Commerce Way, Diamond Springs, CA 95619 or mharris@eldoradotransit.com. It is the responsibility of the applicant to ensure delivery of the completed application packet by the filing deadline.

All completed applications will be reviewed and the most suitable qualified applicant, based upon the information provided in their application packet, will be invited to participate further in the examination process. Depending on the number of qualified candidates the examination process may include application screening, skills testing, and/or oral interviews.

EL DORADO COUNTY TRANSIT AUTHORITY IS AN EQUAL OPPORTUNITY EMPLOYER



Planning and Marketing Manager Supplemental Questionnaire

(Please feel free to use another piece of paper for your answers)

- 1) Please give an example of a Capital Project in which you were the project manager or had a leadership role. Include information on the nature of the project and your successful contribution to the completion of the project.**

- 2) Please describe significant roles you've held and/or examples of projects you've managed within your organization(s) related to the following duties:**
 - **Developing transit routes and schedules**
 - **Developing marketing materials**
 - **Public outreach programs**
 - **Writing and managing grants**

- 3) Please describe any relevant education, training, and/or professional development programs you've completed that should be considered in our evaluation of your qualifications for the Planning and Marketing Manager position.**